

BROADCAST AND CABLE COVERAGE OF NBA GAMES¹

(REGULAR SEASON)

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OFFICE OF THE SECRETARY

Year	National Broadcast ²	Local/Regional Broadcast	National Cable	Local/Regional Cable	Total Telecasts
1980-81	14	Not available	40	Not available	Not available
1981-82	19	494	40	329	882
1982-83	7	465	80	570	1,122
1983-84	9	486	80	502	1,077
1984-85	11	461	55	629	1,156
1985-86	12	523	55	543	1,133
1986-87	15	563	55	520	1,153
1987-88	16	582	50	577	1,225
1988-89	16	710	55	634	1,415
1989-90	16	716	51	779	1,562
1990-91	22	709	51	914	1,696
1991-92	24	700	51	910	1,685
1992-93 ³	25	725	51	922	1,723

¹ For the purposes of this chart, superstition games have only been accounted for as broadcasts in the local market of the team carried by that superstition.

² Includes All-Star Game.

³ The numbers for the current 1992-93 season represent scheduled telecasts.

**BROADCAST AND CABLE COVERAGE OF NBA GAMES
(PLAYOFFS)**

Year	National Broadcast	Local/Regional Broadcast	National Cable	Local/ Regional Cable	Total Telecasts
1980-81	26	Not available	10	Not available	Not available
1981-82	21	Not available	10	Not available	Not available
1982-83	19	21	20	14	74
1983-84 ¹	23	60	24	31	138
1984-85	21	46	21	24	112
1985-86	21	44	20	28	113
1986-87	22	59	24	22	127
1987-88	26	46	31	38	141
1988-89	20	44	26	29	119
1989-90	26	45	30	39	140
1990-91	24	52	34	27	137
1991-92	28	47	37	42	154

¹ First year of expanded playoff format.

Exhibit 3

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NBA NATIONAL BROADCAST NETWORK TELECASTS

Year	Regular Season ¹		Playoffs		Total	
	# Telecasts	Rating	# Telecasts	Rating	# Telecasts	Rating
1980-81 (CBS)	14	6.2	26	6.6	40	6.5
1981-82	19	6.0	21	8.2	40	7.2
1982-83	7	6.7	19	7.9	26	7.6
1983-84	9	6.3	23	7.4	32	7.1
1984-85	11	6.4	21	7.8	32	7.3
1985-86	12	7.1	21	8.7	33	8.1
1986-87	15	6.7	22	9.5	37	8.4
1987-88	16	5.7	26	9.4	42	8.0
1988-89	16	5.8	20	8.7	36	7.4
1989-90	16	5.2	26	8.3	42	7.1
1990-91 (NBC)	22	4.7	24	8.6	46	6.7
1991-92	24	4.8	28	8.7	52	6.9
1992-93 ²	14	5.6	NA	NA	NA	NA

¹ Includes All-Star Game.

² Through March 14, 1993. NBC is scheduled to telecast 25 regular-season games this season.

NBA NATIONAL CABLE NETWORK TELECASTS¹

Year	Regular Season		Playoffs		Total Season	
	# Telecasts ²	Rating	# Telecasts	Rating	# Telecasts	Rating
1980-81 (USA)	40	Not available	10	Not available	50	Not available
1981-82	40	Not available	10	Not available	50	Not available
1982-83 (ESPN/ USA)	80	Not available	20	Not available	100	Not available
1983-84	80	2.0	24	2.8	104	2.2
1984-85 (TBS)	55	2.0 ³	21	2.9	76	2.3 ³
1985-86	55	2.2 ³	20	3.8	75	2.6 ³
1986-87	55	2.2	24	3.7	79	2.7
1987-88	50	2.8	31	4.4	81	3.4
1988-89	55	2.3	26	4.2	81	2.9
1989-90 (TNT)	51	1.9	30	3.6	81	2.5
1990-91	51	1.8	34	3.3	85	2.4
1991-92	51	1.8	37	3.0	88	2.3
1992-93 ⁴	39	1.7	NA	NA	NA	NA

¹ This table does not include games that were authorized for local broadcast and were retransmitted for national cable distribution on superstations.

² Does not include telecasts of All-Star weekend special events.

³ Games omitted in excess due to test transmission

NBA REGULAR SEASON LOCAL BROADCAST RATINGS

Team	Year	
	1991-92	1992-93 ¹
Atlanta Hawks	5	4
Boston Celtics	5	4
Charlotte Hornets	7	11
Chicago Bulls	14	13
Cleveland Cavaliers	7	7
Dallas Mavericks	3	3
Denver Nuggets	4	6
Detroit Pistons	9	8
Golden State Warriors	5	5
Houston Rockets	5	5
Indiana Pacers	5	5
L. A. Clippers	3	3
L. A. Lakers	6	6
Miami Heat	3	3
Milwaukee Bucks	5	5
Minn. Timberwolves	5	5
New Jersey Nets	2	3
Orlando Magic	3	5
Philadelphia 76ers	4	3
Phoenix Suns	10	15
Portland Trailblazers	21	23
Sacramento Kings	4	6
San Antonio Spurs	15	15
Seattle Supersonics	7	10
Utah Jazz	13	19
Washington Bullets	2	2

¹ Through January 29, 1993.

EXPLANATORY NOTES TO TEAM-BY-TEAM ANNUAL TELECAST CHARTS

- (1) With respect to the Commission's request that local and regional broadcast television data be provided separately (Notice at ¶ 11 and n.21), such data is difficult to ascertain with completeness. Accordingly, this data is being provided in one row, entitled "Local/Regional Broadcast."
- (2) With respect to the Commission's request that local and regional cable data be provided separately (Notice at ¶ 11), for the 1982-83 through 1984-85 seasons, such data is difficult to ascertain. Accordingly, for these years, this data is being provided in one row, entitled "Local/Regional Cable".
- (3) In certain situations, games shown on the NBA's national cable network carrier or on superstations may also have been shown on local/regional broadcast or local/regional cable. Therefore, such games are counted in both the "National Cable" and/or "National Cable (superstation)" rows and in the "Local/Regional Broadcast" or "Local/Regional Cable" rows.
- (4) The row containing information on games not exhibited in a particular team's city identifies the number of games which that team, while either at home or away, did not telecast. Games appearing in this row may or may not have been telecast by that team's opponent. The row entitled "Total Not Exhibited Anywhere" contains the number of games for which neither participant nor the League licensed the telecast of the game.
- (5) Because the 1992-93 regular season is in progress, information regarding total telecasts for this season includes games currently scheduled to be telecast.

SUMMARY (BY TEAM) OF ANNUAL REGULAR SEASON

LOCAL/REGIONAL TELECASTS

TEAM: ATLANTA HAWKS

Year	Local/Regional Broadcast	Local/Regional Cable	Total
1982-83	40	0	40
1983-84	41	0	41
1984-85	19	0	19
1985-86	22	0	22
1986-87	30	0	30
1987-88	29	15	44
1988-89	32	0	32
1989-90	25	0	25
1990-91	41	20	61
1991-92	41	19	60
1992-93	37	19	56

TEAM: ATLANTA HAWKS

YEAR: 1982-83

REGULAR SEASON

MEDIUM	HOME GAMES	AWAY GAMES	TOTAL GAMES
LOCAL/REGIONAL BROADCAST (WTBS)	13	27	40
NATIONAL BROADCAST (CBS)	0	0	0
LOCAL/REGIONAL CABLE ()	NA	NA	NA
NATIONAL CABLE (ESPN) (USA)	0 1	0 0	0 1
NATIONAL CABLE (superstation) ¹ (WTBS) (WOR)	13 3	27 0	40 3
TOTAL NOT EXHIBITED			

TEAM: ATLANTA HAWKS**YEAR: 1983-84****REGULAR SEASON**

MEDIUM	HOME GAMES	AWAY GAMES	TOTAL GAMES
LOCAL/REGIONAL BROADCAST (WTBS)	18	23	41
NATIONAL BROADCAST (CBS)	0	0	0
LOCAL/REGIONAL CABLE ()	NA	NA	NA
NATIONAL CABLE (ESPN) (USA)	0 1	0 0	0 1
NATIONAL CABLE (superstation) ¹ (WGN) (WTBS) (WOR)	1 18 4	0 23 0	1 41 4
TOTAL NOT EXHIBITED IN ATLANTA	19	18	37
TOTAL NOT EXHIBITED ANYWHERE	19		

¹ These games were authorized for local broadcast and were retransmitted for national cable distribution.

TEAM: ATLANTA HAWKS

YEAR: 1984-85

REGULAR SEASON

MEDIUM	HOME GAMES	AWAY GAMES	TOTAL GAMES
LOCAL/REGIONAL BROADCAST (WVEU)	5	14	19
NATIONAL BROADCAST (CBS)	0	0	0
LOCAL/REGIONAL CABLE ()	NA	NA	NA
NATIONAL CABLE (WTBS)	0	1	1
NATIONAL CABLE (superstation) ¹ (WGN)	1	0	1
(WOR)	1	0	1
TOTAL NOT EXHIBITED IN ATLANTA	35	26	61
TOTAL NOT EXHIBITED ANYWHERE	33		

¹ These games were authorized for local broadcast and were retransmitted for national cable distribution.

TEAM: ATLANTA HAWKS

YEAR: 1985-86

REGULAR SEASON

MEDIUM	HOME GAMES	AWAY GAMES	TOTAL GAMES
LOCAL/REGIONAL BROADCAST (WVEU)	2	20	22
NATIONAL BROADCAST (CBS)	0	0	0
LOCAL CABLE ()	NA	NA	NA
REGIONAL CABLE ()	NA	NA	NA
NATIONAL CABLE (WTBS)	0	3	3
NATIONAL CABLE (superstation) ¹	NA	NA	NA
TOTAL NOT EXHIBITED IN ATLANTA	39	18	57
TOTAL NOT EXHIBITED ANYWHERE	25		

¹ These games were authorized for local broadcast and were retransmitted for national cable distribution.

TEAM: ATLANTA HAWKS

YEAR: 1986-87

REGULAR SEASON

MEDIUM	HOME GAMES	AWAY GAMES	TOTAL GAMES
LOCAL/REGIONAL BROADCAST (WGNX)	0	30	30
NATIONAL BROADCAST (CBS)	1	1	2
LOCAL CABLE ()	NA	NA	NA
REGIONAL CABLE ()	NA	NA	NA
NATIONAL CABLE (WTBS)	2	5	7
NATIONAL CABLE (superstation) ¹ (WOR)	3	0	3
TOTAL NOT EXHIBITED IN ATLANTA	35	5	40
TOTAL NOT EXHIBITED ANYWHERE	12		

¹ These games were authorized for local broadcast and were retransmitted for national cable distribution.

TEAM: ATLANTA HAWKS

YEAR: 1987-88

REGULAR SEASON

MEDIUM	HOME GAMES	AWAY GAMES	TOTAL GAMES
LOCAL/REGIONAL BROADCAST (WGNX)	0	29	29
NATIONAL BROADCAST (CBS)	0	3	3
LOCAL CABLE ()	NA	NA	NA
REGIONAL CABLE (PM CBL)	15	0	15
NATIONAL CABLE (WTBS)	6	5	11
NATIONAL CABLE (superstation) ¹ (WOR)	3	0	3
TOTAL NOT EXHIBITED IN ATLANTA	17	4	21
TOTAL NOT EXHIBITED ANYWHERE	7		

¹ These games were authorized for local broadcast and were retransmitted for national cable distribution.

TEAM: ATLANTA HAWKS

YEAR: 1988-89

REGULAR SEASON

MEDIUM	HOME GAMES	AWAY GAMES	TOTAL GAMES
LOCAL/REGIONAL BROADCAST (WGNX)	0	32	32
NATIONAL BROADCAST (CBS)	1	1	2
LOCAL CABLE ()	NA	NA	NA
REGIONAL CABLE ()	NA	NA	NA
NATIONAL CABLE (WTBS)	6	4	10
NATIONAL CABLE (superstation) ¹ (WOR)	1	0	1
TOTAL NOT EXHIBITED IN ATLANTA	33	4	37
TOTAL NOT EXHIBITED ANYWHERE	5		

¹ These games were authorized for local broadcast and were retransmitted for national cable distribution.

TEAM: ATLANTA HAWKS

YEAR: 1989-90

REGULAR SEASON

MEDIUM	HOME GAMES	AWAY GAMES	TOTAL GAMES
LOCAL/REGIONAL BROADCAST (WTBS)	9	16	25
NATIONAL BROADCAST (CBS)	2	1	3
LOCAL CABLE ()	NA	NA	NA
REGIONAL CABLE ()	NA	NA	NA
NATIONAL CABLE (TNT)	4	4	8
NATIONAL CABLE (superstation) ¹ (WTBS) (WOR)	9 1	16 0	25 1
TOTAL NOT EXHIBITED IN ATLANTA	25	20	45
TOTAL NOT EXHIBITED ANYWHERE	12		

¹ These games were authorized for local broadcast and were retransmitted for national cable distribution.

TEAM: ATLANTA HAWKS**YEAR: 1990-91****REGULAR SEASON**

MEDIUM	HOME GAMES	AWAY GAMES	TOTAL GAMES
LOCAL/REGIONAL BROADCAST (WGNX) (WTBS)	0 13	21 7	21 20
NATIONAL BROADCAST (NBC)	1	0	1
LOCAL CABLE ()	NA	NA	NA
REGIONAL CABLE (SP SO AT -- Basic)	16	4	20
NATIONAL CABLE (TNT)	2	1	3
NATIONAL CABLE (superstation) ¹ (WTBS) (WOR)	13 1	7 0	20 1
TOTAL NOT EXHIBITED IN ATLANTA	8	8	16
TOTAL NOT EXHIBITED ANYWHERE	8		

¹ These games were authorized for local broadcast and were retransmitted for national cable distribution.

TEAM: ATLANTA HAWKS

YEAR: 1991-92

REGULAR SEASON

MEDIUM	HOME GAMES	AWAY GAMES	TOTAL GAMES
LOCAL/REGIONAL BROADCAST (WGNX) (WTBS)	0 13	11 17	11 30
NATIONAL BROADCAST (NBC)	0	0	0
LOCAL CABLE ()	NA	NA	NA

TEAM: ATLANTA HAWKS

YEAR: 1992-93

REGULAR SEASON

MEDIUM	HOME GAMES	AWAY GAMES	TOTAL GAMES
LOCAL/REGIONAL BROADCAST (WGNX) (WTBS)	0 15	7 15	7 30
NATIONAL BROADCAST (NBC)	0	0	0
LOCAL CABLE ()	NA	NA	NA
REGIONAL CABLE (SP SO AT)	9	10	19
NATIONAL CABLE (TNT)	1	0	1
NATIONAL CABLE (superstation) ¹ (WGN) (WTBS)	0 15	1 15	1 30
TOTAL NOT EXHIBITED IN ATLANTA	15	9	24
TOTAL NOT EXHIBITED			